



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

November 15, 2016

**Referendum to Consider the Continuation of the
California Cherry Marketing and Research Program**

Voting Deadline: December 15, 2016

TO THE CALIFORNIA CHERRY PRODUCER or PACKER ADDRESSED:

The California Department of Food and Agriculture (CDFA), is currently conducting a referendum among cherry producers and packers in the state to determine whether or not the California Cherry Marketing and Research Program (Program) shall continue in operation. This vote is required to occur every five years.

The Program is a state marketing order that has been in existence since 2012. The Program is authorized to conduct research, sales promotion, market development, and pest and disease control activities. These activities are funded by mandatory assessments upon California cherry producers and packers.

Enclosed are a referendum ballot and a postage-paid return envelope. Please participate in this referendum by completing all applicable sections on the ballot and submit it to CDFA in the envelope provided. Ballots must be postmarked or otherwise received by this office no later than **December 15, 2016**.

Each separate legal entity in the state who produced, or caused to be produced for market, more than 1,000 standard containers, and each entity who was engaged in the business of packing, or causing to be packed, more than 10,000 standard containers for commercial sale during the current marketing season beginning March 31, 2016, is entitled to receive a ballot for this referendum. If you are entitled to a different number of ballots than you have received for this process, please contact this office.

In order for the California Cherry Marketing and Research Program to continue for another five-year period, both the producer and packer vote totals must meet the following criteria:

- At least 40 percent of the total number of eligible producers/packers must submit valid ballots, *and*
- Of those voting, at least 65 percent of producers/packers who represent at least 51 percent of the total voted volume must vote in favor of continuation, *or*
- Of those voting, at least 51 percent of producers/packers who represent at least 65 percent of the total voted volume must vote in favor of continuation.

The referendum results will be announced after the voting period has ended and all ballots have been tabulated. All information provided on individual ballots will be kept confidential.

If you have questions regarding this referendum, please contact David Hillis of this office. If you have questions concerning the operations of the California Cherry Marketing and Research Program, please contact Chris Zanobini, Executive Director of the Program, at (916) 441-1063.

Sincerely,

Robert Maxie, Chief
Marketing Branch

Enclosures

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